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The Digital Transformation Effect: Analyzing changes in employee behavior in the era of technological disruption

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Abstract - The fast evolution of disruptive technology poses enormous demands and difficulties for organisations. They need to make massive changes to the OS, business models, and Organisational structure if they want to reap the advantages of new technologies and stay competitive. But technology is changing at a rapid pace, transforming industries and business settings. Disruptive technologies will continue to be a big deal in the years to come. As a result, modern corporate leadership is preoccupied with the idea of game-changing innovations that have the potential to outperform current solutions. This work fills that need by methodically synthesizing relevant prior research. Thirteen papers published between 2016 and 2018 were included in this systematic literature evaluation. The article contends that businesses can't afford to lag behind in this fast-paced industry and must adapt by integrating digital technology, processes, and capabilities intelligently across all departments and levels. However, adapting to new, potentially game-changing technology is only part of the story. Companies should also alter the way they manage and think about long-term strategy. It addresses the ongoing need to transform the attitudes of leaders and foster staff evolution in order to gain a competitive edge.

Keywords: Disruptive Technology; Organization Management; Strategic Shift; Technological Shift; Organizational Shift.

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INTRODUCTION

As a result of new technology, conventional management tasks will need to be rethought, which brings both new obstacles and possibilities. No matter how progressive their management is, one problem with conventional businesses is how slowly they adapt to new ideas. There is no denying that society and the globe have seen tremendous technological and digital advancements in the last twenty years. According to Neamţu et al. (2019), organisations and their administration have long been affected by these new technologies. A distinction between disruptive and sustaining technology is made by Christensen (1997). Improvements to current technology, even little ones, are essential to keeping technology running in the long run. Contrarily, new technology that significantly alters current technology is known as disruptive technology. Nevertheless, there has been a noticeable trend of failure when it comes to embracing disruptive technology. This is because introducing such a system into an organisation may greatly impact its day-to-day operations by replacing existing ones.

Businesses often fall short when trying to implement new, potentially game-changing technologies, says Christensen (2013). In 1995, Bower and Christensen (1995) proposed the idea of disruptive technology, which describes a newly created tool that utterly supplants older tools and radically alters the nature of work, daily life, and business as we know it. According to Satalkina and Steiner (2020), it happens very seldom and all of a sudden. Several game-changing innovations surfaced around the turn of the millennium, altering the nature of business and the ways in which companies operate (Utterback & Acee, 2005). On the other hand, businesses nowadays face a never-ending stream of possibilities and options brought about by the rapid introduction of new disruptive technology. According to Rossi et al. (2020), this indicates that organisations are about to face an even greater surge of innovation. This transition will have an impact on every sector, in some manner. Managers in modern organisations are so preoccupied with the idea of game-changing innovations that have the potential to outperform the

status quo. However, revolutionary technology is usually more of a mixed bag than a good thing.

The opposite is true; these innovative, game-changing technologies may impact businesses in profound ways (Llewellyn Evans, 2017). With a number of new disruptive technologies having emerged throughout the last two decades, it is clear that the idea of disruptive technology needs a systemic and metamorphic shift. From a managerial vantage point, this article methodically synthesizes relevant prior research on disruptive technologies. Revolutionary tech to put it simply, disruptive technology is "a technology that changes the bases of competition by changing the performance metrics along which firms compete." According to Bower and Christenson in 1995. Another definition of disruptive technology is something which changes the way an industry or company functions. Christensen (2013) offered a definition of disruptive technology from an innovation standpoint: it is a kind of technical innovation that replaces or renders obsolete previously utilised ones. It is also a breakthrough that causes substantial changes to the way consumers, sectors, or companies operate. It does one of two things: it either creates new markets or it shakes up old ones.

Market leaders and major established firms are often the ones impacted by disruptive technologies, which primarily target newcomers and draw a limited audience with specific performance issues. Since disruptive innovations often come from entrepreneurs and start-ups, they may not be able to meet the expectations of the high-end market at first. Typically, the practical uses of a disruptive technology take a long time to be demonstrated, and it happens quickly and seldom. It may take anywhere from ten to twenty years for a revolutionary technology to make its debut and find broad use, according to Schwab (2017). Many of the recently discovered disruptive technologies are stuck in what Corbel (2005) calls the "Innovation Chasm," and their use isn't growing anywhere in the world. But once a disruptive technology bridges the gap, it completely supplants the older ones and becomes the standard. More disruptive technologies are crossing the gap as a result of technological advancements, and their global expansion is happening at a faster rate because to technological advancements in communication.

LITERATURE REVIEW

Millar, Carla & Lockett, Martin & Ladd, Ted. (2017). The term "disruption" has grown in use in recent years. We zero down on 1. the meaning and vocabulary of disruption as it pertains to innovation and technology, and how to quantify disruption in certain cases 2. the path that innovative technology takes from the forefront of invention to its broad adoption 3. the difficulties and societal effects of disruption, including the function of both old and new media and the effects on regulations.

Zighan, Saad. (2022). The fast evolution of disruptive technology poses enormous demands and difficulties for organisations. They need to make massive changes to the OS, business models, and organizational structure if they want to reap the advantages of new technologies and stay competitive. But technology is changing at a rapid pace, transforming industries and business settings. Disruptive technologies will continue to be a big deal in the years to come. As a result, modern corporate leadership is preoccupied with the idea of game-changing innovations that have the potential to outperform current solutions. This work fills that need by methodically synthesizing relevant prior research. Thirteen papers published between 2016 and 2018 were included in this systematic literature evaluation. The article contends that businesses can't afford to lag behind in this fast-paced industry and must adapt by integrating digital technology, processes, and capabilities intelligently across all departments and levels. However, adapting to new, potentially game-changing technology is only part of the story. Companies should also alter the way they manage and think about long-term strategy. It addresses the ongoing need to transform the attitudes of leaders and foster staff evolution in order to gain a competitive edge.

Lukić, Jelena. (2023). Modern digital technologies and tools have revolutionised the working environment and working circumstances due to their fast development and extensive implementation. Consequently, the demands of the modern workplace need a reevaluation and adaptation of several ideas, procedures, practices, and activities pertaining to employee engagement. This article focuses on how digital technologies have changed employee engagement. Findings from a case study of a single Serbian IT firm revealed that while technological advancements have made many things easier, such as remote work, flexible hours, and more interesting and challenging tasks, they have also brought about many problems, such as burnout syndrome, work-life conflict, technologically-induced stress, and over-reliance on technology. Managers and executives seeking to create, enhance, and cultivate digital-age employee engagement may find the results offered in this article to be helpful. If HR professionals want to know how to use digital tools and technology effectively, without negatively impacting employee engagement, they have a wealth of knowledge at their fingertips.

Shekar N, Chandra. (2017). According to Christensen (1997), a "disruptive technology" is a new kind of technology that has better auxiliary performance but lower cost and performance as judged by existing metrics. Christensen discovers that disruptive innovations have the potential to spread into new market niches, get better over time, and then challenge well-established goods in their original markets. Although this idea has its uses, it has its limitations as well. Christensen overlooks other, perhaps more significant, discontinuous patterns of change by focusing only on "attack from

below" (Utterback, 1994; Acee, 2001). Even according to Christensen, the idea that disruptive technology may replace existing goods is not its most important feature. On the contrary, it is a potent tool for expanding existing markets and introducing novel features. A new market segment is created to direct the new product to the front of the pack, or the early adopters, according to Christensen's theory of disruptive technology. The innovation starts to challenge the existing product in its conventional market once it reaches the early to late majority of customers. Christensen, disruptive, assault from below, and established goods are index terms.

RESEARCH METHODOLOGY

The foundation of this research study is a methodical strategy that builds a thorough comprehension of the topic at hand by using primary and secondary data sources. The main method of gathering data was sending out a structured questionnaire to a specific set of 58 people; 30 of those people actually filled it out. However, after a thorough screening, only 30 of these replies were deemed eligible for extensive study, guaranteeing that the research procedure adhered strictly to quality standards. The research incorporates a wide variety of secondary data sources, such as academic publications, peer-reviewed journals, and respected industry periodicals, to supplement the primary data collected. The study seeks to enhance the breadth and depth of its analysis by embracing this broad variety of secondary data. This will increase the overall contextual knowledge of the research issue.

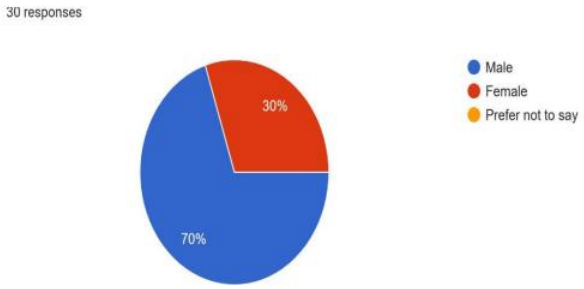
TOOLS OF STUDY

The self-administered survey was made using Google Forms, and the sample group was notified over WhatsApp with the link.

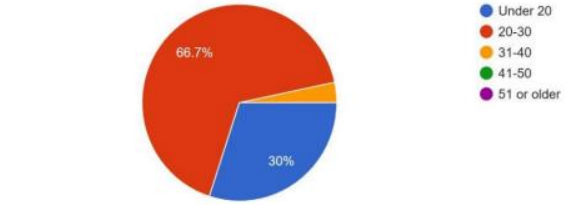
DATA ANALYSIS

Demographic Information:

Gender

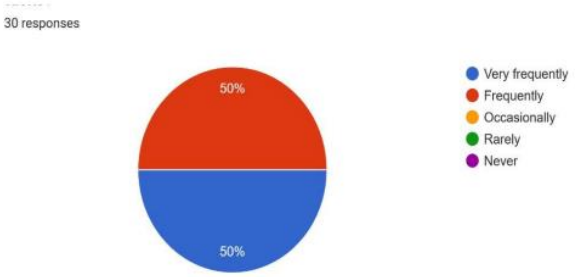


❖ *Age:*

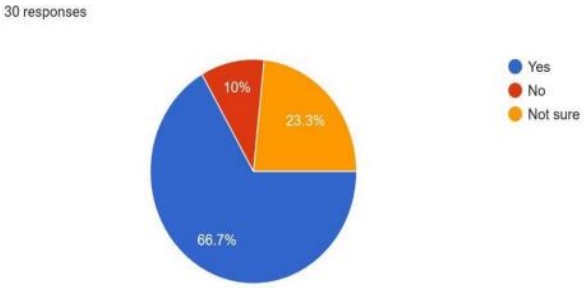


Technology Usage:

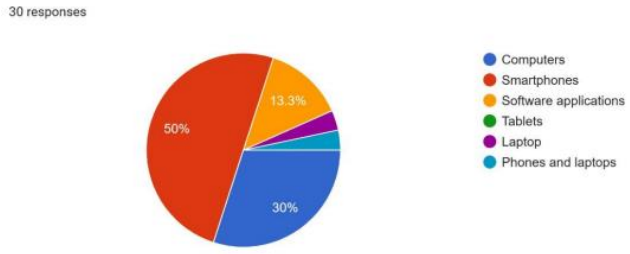
How frequently do you use technology (computers, software, smartphones, etc.) in your daily work tasks?



Do you feel adequately trained to use the technology required for your job?



What types of technology tools do you primarily use for your job?

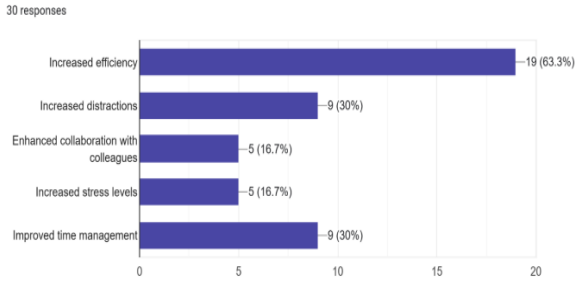


Regarding the usage of technology in the workplace, half of the people polled said they used it often for their job duties, while the other half said it happened every once and then. Digging further into the details of the electronic tools that mostly help them with their jobs, we found that half of the people who took the survey depend significantly on the reliable performance of their cellphones. On the other hand,

30% of the participants use computers as their main technical tool for work because of how dependable and versatile they are. Also, 13% of those who took the survey said they couldn't do their jobs without certain software, highlighting how important it is to their workflow. It is worth mentioning that 3.3% of the participants said that they prefer using laptops for their regular job tasks because of its mobility and ease.

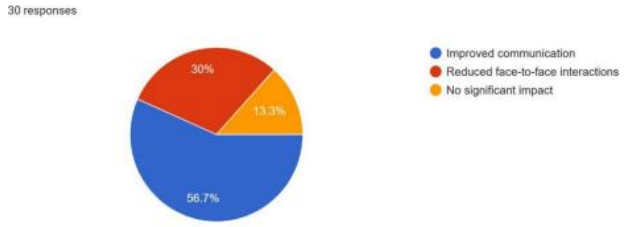
Impact on Behaviour:

How has technology affected your work behaviour?

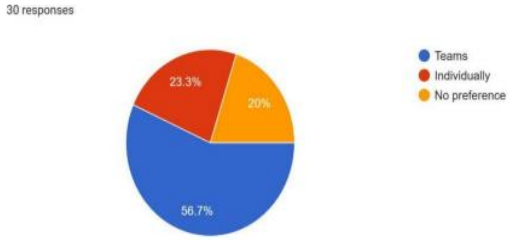


Looking at how people acted in the workplace, we found that 63.3 percent of those who took the survey strongly agreed that technology had made their jobs much easier and faster. More than that, a third of those who took the survey agreed that technological advancements had, to a certain degree, increased the number of interruptions they experienced on the job. Further investigation into the complex dynamics of technology's impact on teamwork revealed that a sizeable proportion of respondents (16.7% in total) agreed that technology had been instrumental in facilitating better teamwork amongst their coworkers. At the same time, the same proportion of people acknowledged that, despite the positive effects on collaboration, technology use had resulted in an undesirable increase in their stress levels. An intriguing aspect of these findings is that 30% of the participants claimed that technology had a profound effect on their time management. This suggests that there is a positive correlation between using technology and making the most of one's time in one's professional goals. The complex effects of technology on many aspects of employee behaviour and output are illuminated by these subtle findings. After looking into how technology has changed things in the workplace, we found that 76.7 percent of people have accepted and even welcomed the ways in which technology has improved their efficiency and effectiveness on the job. Exploring the intricate details of the connection between technology and productivity at work, it was found that a sizeable portion, 33% to be exact, felt that technology had a negative impact on their overall performance at work, drawing attention to the possible difficulties that may arise from incorporating it.

Impact on Interpersonal Relationships: Has technology impacted your relationships with colleagues? If yes, how?



Do you prefer working in teams or individually when using technology for work-related tasks?



Various perspectives on the impact of technology on interpersonal interactions in professional contexts were uncovered by a detailed investigation. Just over half of those who took the survey (56.7% to be exact) are certain that technology may improve communication channels between coworkers. It seems that technology is being recognized for its crucial role in improving communication, overcoming time and location limitations, and creating a more connected and collaborative workplace. Yet another group, comprising 30% of the total, took a different tack, expressing worry about how technology may affect interpersonal communication. This perspective emphasises the significance of human connections in fostering a harmonious and dynamic work environment, highlighting a fear that ubiquitous technology can unintentionally reduce the depth and variety of face-to-face interactions.

CONCLUSION

Staff members are always quite happy with the technology they have access to, and they are always ready to learn about and use new innovations in the field. Their very upbeat outlook on technology really aids in improving their total efficiency on the job. Employees clearly have a strong desire to stay up-to-date with technology developments and see the value in expanding their professional knowledge in an ever-changing field. On top of that, workers have shown a positive outlook on the potential of technology to simplify their jobs. Staff members are grateful for the way it streamlines complicated processes, making them easier to handle, and allows them to finish assignments on time, leading to greater efficiency. A careful strategy for integrating technology that reduces excessive techno-stress and gives enough time for adaptation, in addition to organizational rules that encourage skill development, has shown significant results. Employees are less stressed and more convenient as a consequence of this measured technique, which in turn increases their contributions to the

development and success of the organisation. Beyond these positive results, it is worth mentioning that the introduction of technology has not negatively affected the interpersonal ties among employees. In fact, it has the reverse effect, making coworkers more comfortable talking to one another and encouraging a preference for cooperation over solo efforts. However, it should be noted that human encounters have somewhat decreased as a result of the widespread use of digital communication technologies. As a whole, workers would like it if the company thought about planning team-building exercises and other recreational events to bring everyone closer together and improve morale.\.

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